

# Marketing Energy Saving Features

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**Vice President of Construction**



# Marketing Energy Saving Features

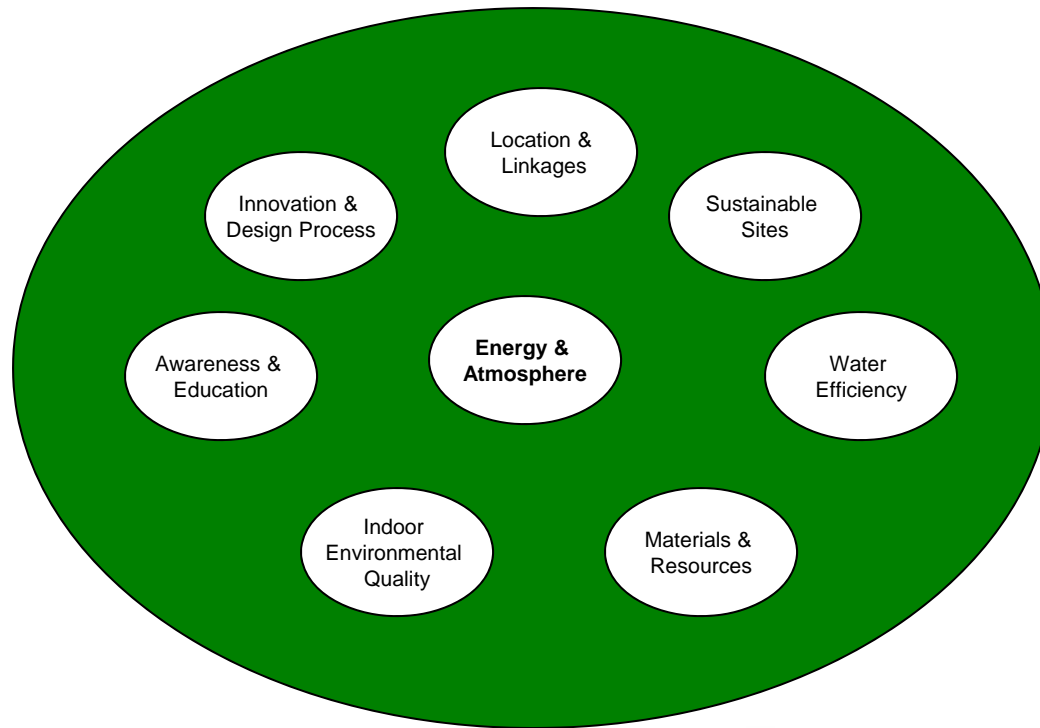
- Energy Efficiency Within LEED
- Common Energy Saving Features
- Marketing Strategies
- Examples



# Green Building Programs

## LEED CATEGORIES

(Leadership in Energy and Environmental Design)

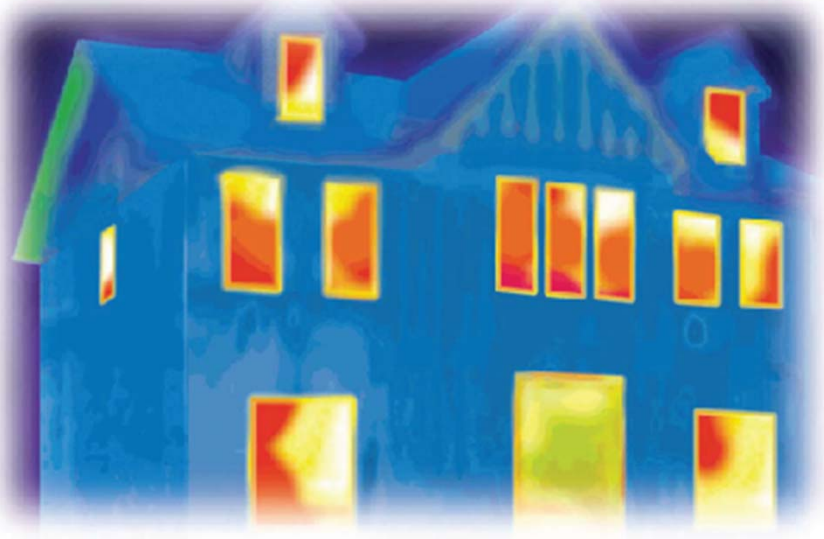


# Foam Insulation

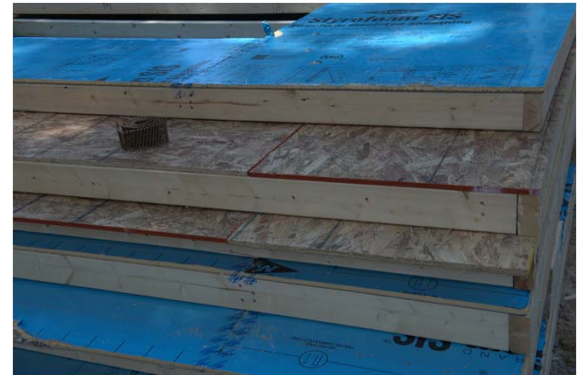




# SIS Sheathing



**Energy  
loss  
through  
wood  
framing.**



# Pre-Cast Foundations





- Front Porch
- 9' First Floor
- 2' Kitchen/Breakfast Ext.
- 1/2" Dow SIS Sheathing

# HVAC Systems

- Location
- SEER Rating
- Zoning and Speed





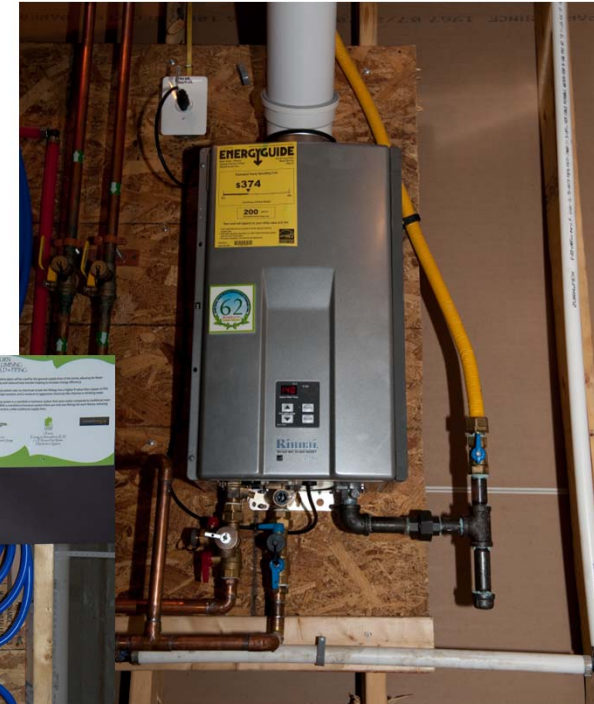
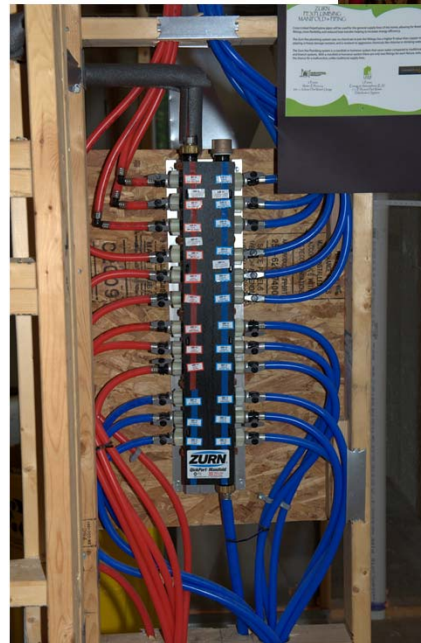
# Windows

- Low-E
- Sun Defense Glazing



# Domestic Hot Water

- Tankless Water Heaters
- High Efficiency Water Heaters
- Pex Plumbing Systems
- Solar Water Heaters



# Lighting

- Energy Star
- LED Lighting
- CFL Lighting
- Sun Tunnels





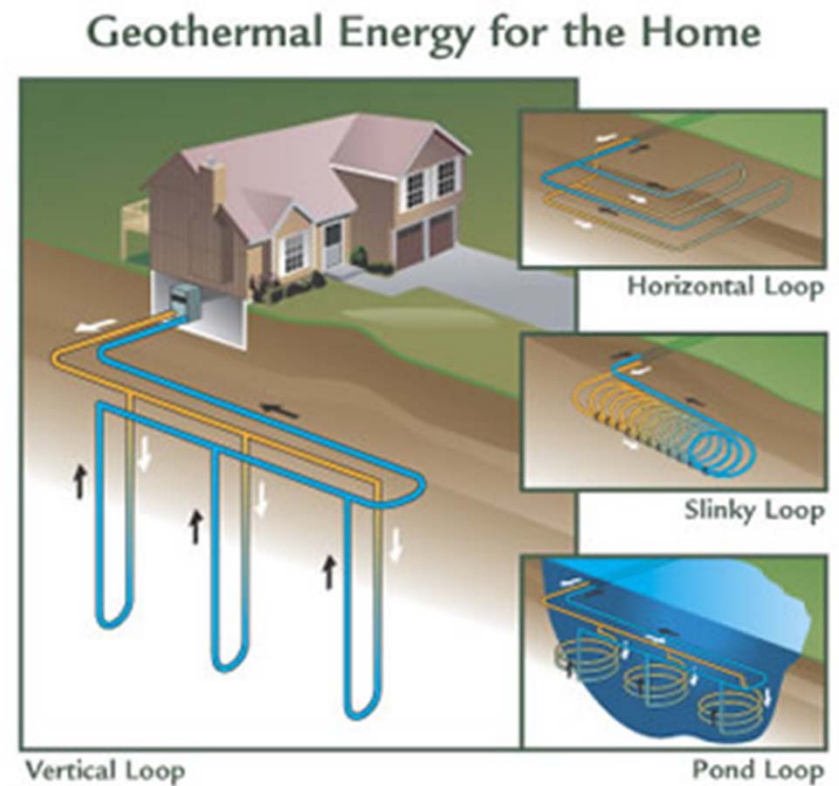
# Energy Star Appliances

- Top Loading Washer = 40-55 gal/load
- Energy Star Washer= 18-25 gal/load
- Over the life of your new ENERGY STAR qualified washer, you'll save enough money in operating costs to pay for the matching dryer. With your water savings, you could fill three backyard swimming pools.

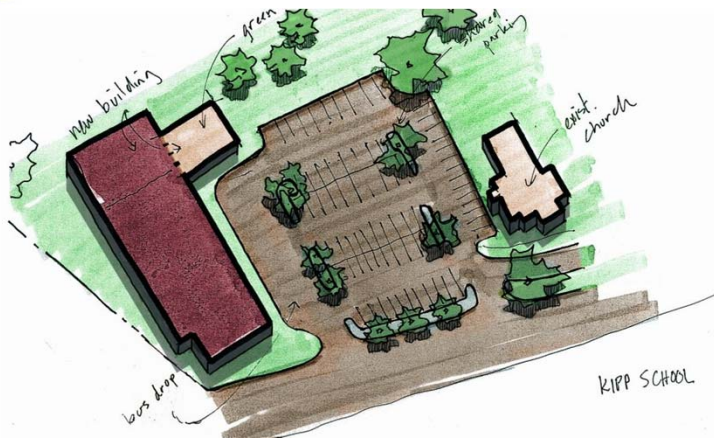


# Renewable Energy

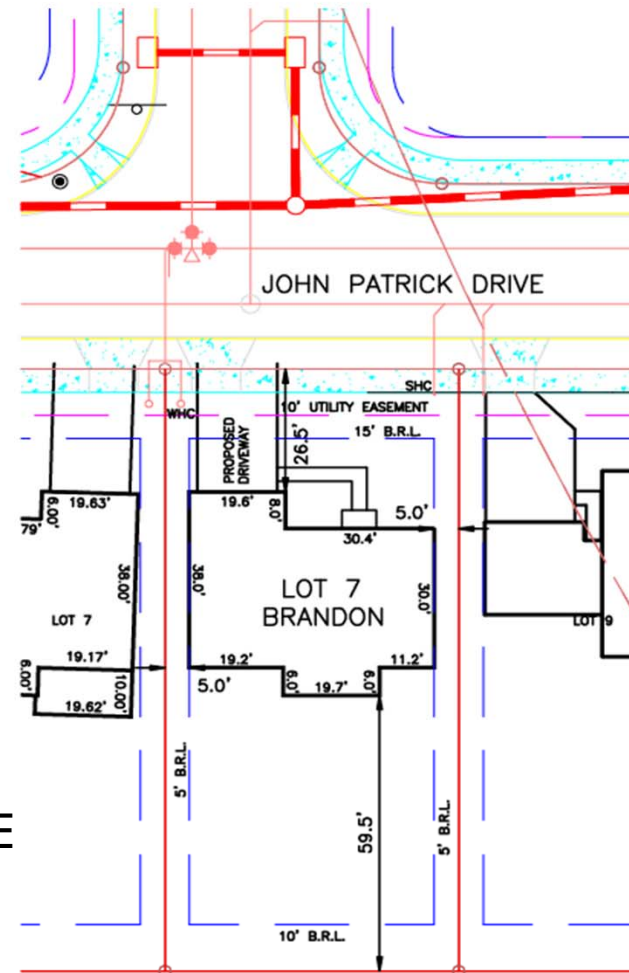
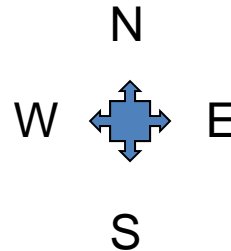
- Geothermal
- Solar
- Wind



# Green Building in New Homes



- Lot Design
  - Building Orientation
    - Site Location
    - Sun Exposure





# Marketing Strategies

- Define Your Market
  - Who is your most desirable customer
  - Where is your market
  - How do you communicate to them
  - Increase your effectiveness



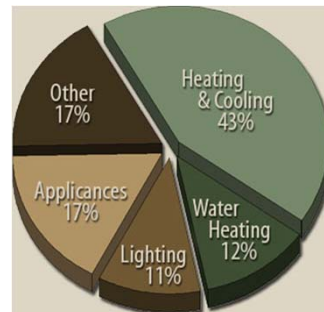
# Marketing Strategies

- Differentiate Yourself
  - You are not one of the bunch
  - Makes you memorable
  - Improves branding
- Franchise
  - Have a system that works
  - Reproduce results
  - Value in the system not individual



## A decorative horizontal banner featuring a variety of stylized trees in shades of green and yellow, set against a white background. The trees are of different shapes and sizes, creating a layered, forest-like effect.

- ## HOW WE USE ENERGY IN OUR HOME



### Baldwin Homes Emerson Eco-Model Green Features:

1	<b>Triplicated Windows:</b> For security in the community, three main window units are designed to help the management of bedroom windows.
2	<b>Recycled Asphalt:</b> 90% post industrial recycled asphalt used that is manufactured locally within 5 miles of the project.
3	<b>Low Impact Irrigation System:</b> Designed by an RPA Water Smart Certified Partner to use as little water as possible.
4	<b>Native Landscaping:</b> Species that originate or occur naturally in Austin Ancestral Country.
5	<b>Solar Privacy Panels:</b> Perforated panels that will allow sunlight to stream back into the general vicinity.
6	<b>Over Structurally Insulated Sheathing:</b> 1.5" structurally insulated sheathing with an R3 insulation value which will help reduce thermal bridging.
7	<b>Carpeted Floor Covering Staining and Tint:</b> New carpeting with stain resistant finish, available online at <a href="http://www.baldwinhomes.com/emerson-eco-model-green-features/">www.baldwinhomes.com/emerson-eco-model-green-features/</a> .

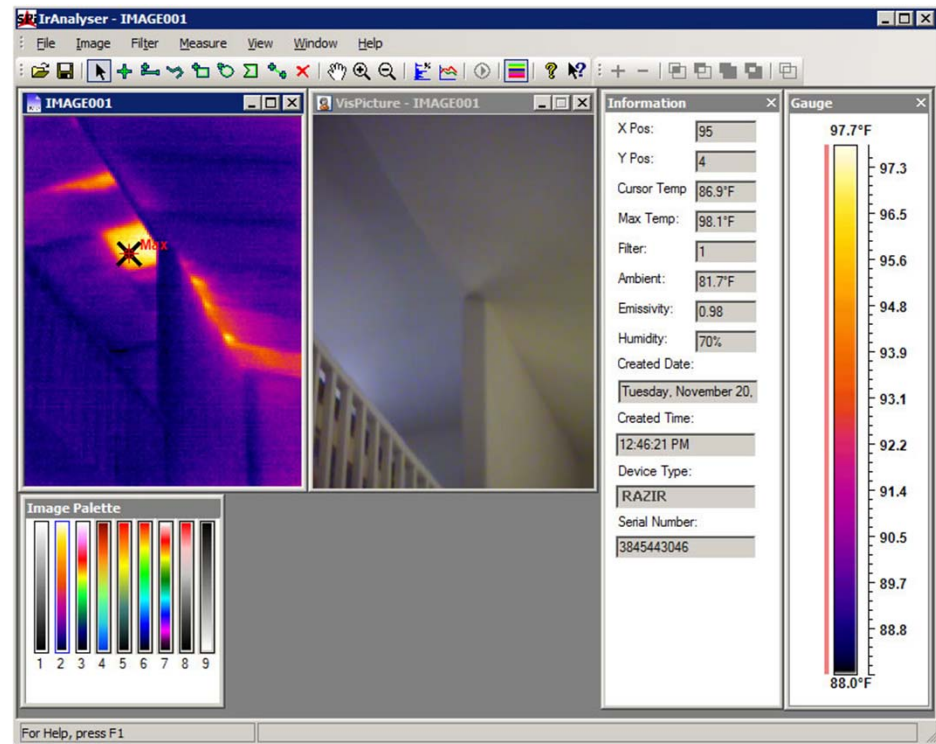
8	<b>Environmental Home Maintenance:</b> Home maintenance services provided by a local company.
9	<b>Roof Drainage:</b> A standard on all Baldwin built homes.
10	<b>Estimated 30 Year Roof Lifespan:</b> Made of zinc and copper.
11	<b>Exterior exterior base joint with Solar Guard:</b> The leading in low exposure to moisture and providing a second sealant.
12	<b>Water Barrels:</b> Painted to the right of the single air garage.
13	<b>Water Barrels:</b> Utilized to help collect the storm water.
14	<b>Powdered Construction:</b> The walls, floor joists, and ceiling.
15	<b>Third Party Performance Testing:</b> Required to verify all components.
16	<b>Resilient Flooring:</b> Made from 100% renewable bamboo.
17	<b>Hot Water Tanks:</b> All hot water tanks are wrapped with an Energy Saver blanket.
18	<b>Energy Efficient Windows:</b> Double paneled windows.
19	<b>Environmentally Friendly Cabinets:</b> Built with FSC certified wood.
20	<b>Kitchen and Garage Recycling Center:</b> A double sink for recycling.
21	<b>Double Kitchen Countertops:</b> Double countertop granite.
22	<b>The Environmental Home Energy Management System:</b> A system that monitors energy usage.
23	<b>LED Light Bulbs:</b> CFL's generate about 75% less heat.
24	<b>Energy Star Appliances:</b> The dishwasher and stove are Energy Star rated.
25	<b>Cumulative Pallet:</b> This moisture trap computer is easy to use.
26	<b>Maintenance Planning:</b> Maintenance is a natural product.
27	<b>HE Electric Tankless Water Heater:</b> Due to the size of the house and LEED requirements, a second tankless water heater was installed to help with basement water efficiency, eliminating the need for a storage tank and providing heated hot water.
28	<b>Energy Star Windows:</b> Qualified window products will save homeowners on utility bills, while reducing their amount of waste sent per year.
29	<b>Smart Radiator &amp; Lighting Control System:</b> A wireless lighting control system makes it easy to manage your home's lighting to maximize savings.
30	<b>Advanced Framing Techniques:</b> Exposed live flow timbers and brack adds the additional insulation around the windows for increased efficiency.
31	<b>Steel and Stone Detailed Building:</b> Originally built as a pergola-style, we have taken and raised the detailed building for a better view about your building and more aesthetically friendly produce and service.
32	<b>Power Glass Roof:</b> A clear-cut sophisticated covering the means of "transparent" green space top up of a frame made structure, which helps maximize light.
33	<b>Call Baldwin Builders™ Showing:</b> Showing/built™ is made from 100% bamboo, the strongest most rapidly renewable wood on Earth.
34	<b>The Philosophy:</b> All the philosophy in this house are actual gas fireplace to help preserve a healthier indoor air quality.

The image shows a wooden wall with several items displayed. On the left is a circular logo with the number '22' and the word 'Baldwin'. In the center is a framed document titled 'watch your energy savings grow' featuring a digital energy monitor screen showing 'Your Home Energy Usage' and 'Current Power Usage'. To the right of the monitor is a large yellow flower. Below the monitor is a green informational card with the GE logo and text about the Emerson Eco-Model Green Features.



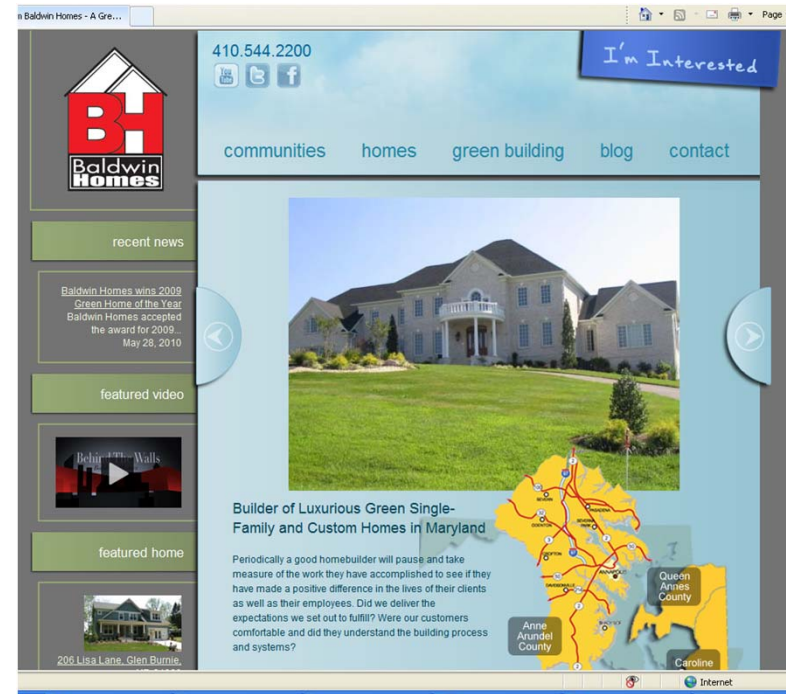
# Marketing Strategies

- Energy Audits
  - Thermal Images



# Marketing Strategies

- Having a Website is Basic
  - Newsletters
  - Blog
  - Social Networks
  - Constant Communication



# Marketing Strategies

- Word of Mouth
  - Extremely effective
  - Proven Product
  - Focus on Referrals
  - Energy Auditors, Certification Companies
  - Awards
  - References





# Marketing Strategies

- Government Initiatives
  - Tax credits
  - Education
- 
- Features That Make Money
  - Cost to Value Analysis
  - Reduced Maintenance Costs



# Foam Insulation Cost Analysis

- Mortgage payment \$ 1,500
- Energy Bill \$ 275
- Total Cost of Ownership \$ 1,775

- Cost of Standard Insulation \$ 4,000
- Cost of Foam Insulation \$12,000
- Difference \$ 8,000

- Mortgage payment \$ 1,548
- Energy Bill \$ 165
- Total Cost of Ownership \$1,713

- Difference in Cost (Monthly) \$ 62
- Difference in Cost (Anually) \$ 744
- Difference in Cost (Loan) \$22,320
- Additional Purchasing Capacity \$10,000



# Thank You.



[www.Baldwinhomes.net](http://www.Baldwinhomes.net)

